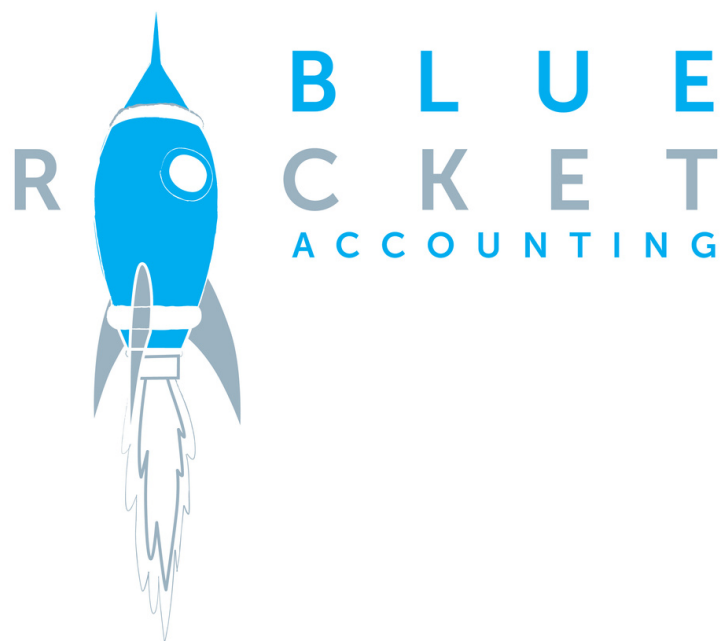




BLUE ROCKET CULTURE BOOK

SKY ROCKETING YOU TO SUCCESS
...AS A TEAM





Office Opening Times
9am - 5pm

Telephone
01322 555 442

Email
happytohelp@bluerocketaccounting.com

Blue Rocket Accounting
8 Twisleton Court, Dartford DA1 2EN

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MD
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Founded in 2008 Blue Rocket Accounting is truly a 21st Century accountancy practice that understands the dynamic needs of modern day businesses.

With a growing team, built on a harmonious blend of skills and personality, our business is led from the front by a forward thinking Director who knows what it takes to successfully grow a business.

Unsurprisingly, we provide the usual range of accounting services, but, we are far from the grey two-piece suit wearing, jargon-speaking stereotype in our approach.

Many business owners only hear from their accountant when it's time to submit their annual accounts, check their taxes, prepare a VAT return or manage the payroll. Contact may even be limited to once a year, in some cases. We strongly believe that this typical compliance-led relationship between an accountant and their clients is far from ideal or rewarding for either party.

Our first purpose is, of course, to ensure that our customer's businesses are and remain compliant. We do this by making sure financials are up to scratch and reported correctly, relieving some of the pressures of running a business so that our customers can sit back and relax at the weekend, instead of fretting over tax returns or having to file Confirmation Statements.

However, the Blue Rocket team is capable of far more than just number crunching. Where we come into our own is in our ability to think creatively and proactively, identifying areas where we can help fuel business growth. This is where the real fun lies in accountancy.

Find out more about how the whole team work together and our business culture in the following pages.

We hope you enjoy finding out more about us at Blue Rocket!

ABOUT US

OUR MISSION

YOUR SUCCESS!

"The team at Blue Rocket are doing a fantastic job, very professional & amazing service, they go that extra mile. We would strongly recommend to others."

MAI BEXLEY

"The teams at Blue Rocket are helpful, patient, friendly and generally give me the confidence to do my job well! Our company has developed greatly with their guidance."

MOLLY SMEED

Here at Blue Rocket we provide tailored accounting putting businesses firmly on course to reach their profit potential.

Working with companies based locally to us in Dartford, Sidcup and Bexley, as well as further afield across London and the South East, our crew collectively has nearly 90 years of experience building long-standing, trusted relationships with our clients.

We get just as much satisfaction from helping a million pound turnover company double in size as we do from getting a start-up off the ground efficiently.

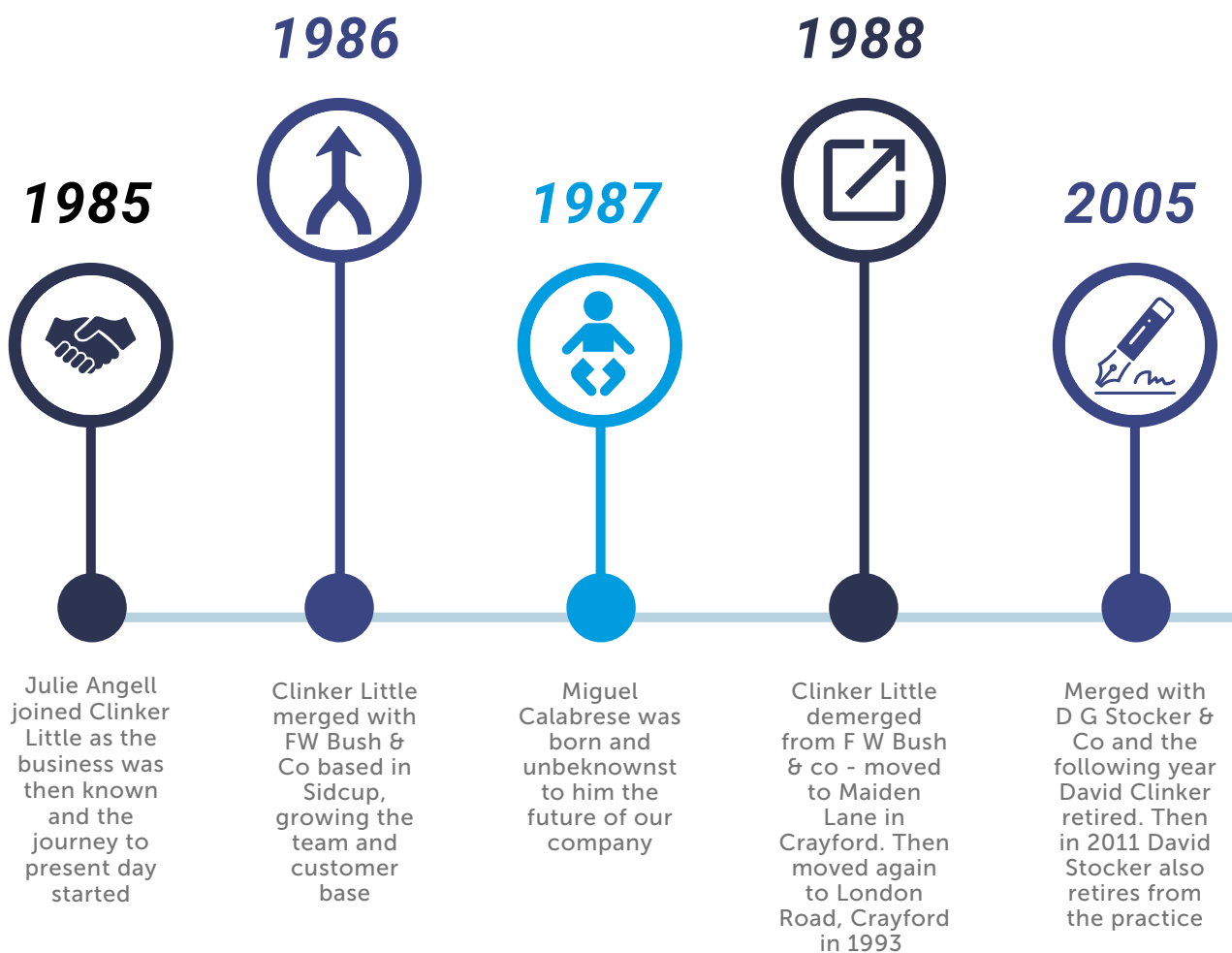
Service excellence is at the forefront of what we do and our customer satisfaction is of utmost importance to the whole team. That's why as part of one of our core values 'HELPFULNESS', service experience feedback is essential to our continuous service improvement.

We value all feedback and treasure both those positive reviews, which give the whole team a boost, along with those which make recommendation on where we can improve moving forwards.

The Blue Rocket team take great pride in the company mission and vision; ever using our core values to propel us forward towards achieving shared goals, whilst having fun and enjoying the journey.

MISSION STATEMENT

INTERNAL: TO BECOME THE MOST CUSTOMER-CENTRIC ACCOUNTANTS IN THE UK



**EXTERNAL: HELPING BUSINESS OWNERS
CREATE A TAILORED ACCOUNTING SUPPORT
PACKAGE TO HELP THEM BUILD THE
BUSINESS THEY HAVE ALWAYS WANTED.**

OUR HISTORY

2012



2013



2013



2017



2019



Moved to
Twisleton
Court in
Dartford

Rebranded
and changed
name to Blue
Rocket
Accounting
and also
won AVN firm
of the year!

The team
celebrated the
recent accolade at
The Savoy chef's
table, conquered
the O2 and went
white water rafting!
Two summers later,
Julie and Ray
climbed Ben Nevis
for Demelza

The team
cracked the
Crystal Maze
and the love
for and
commitment
to team days
was born!

Miguel
becomes the
MD and
owner of Blue
Rocket!

A MESSAGE FROM THE MD



MIGUEL CALABRESE

What Blue Rocket means to me...

Well, where do I start? I can honestly say, hand on heart, Blue Rocket has changed my life and that's what I hope to imprint on every team member, customer, supplier, acquaintance and anybody who has a dealing with Blue Rocket.

From the beginning I was given the support to be able to grow both personally and professionally. Yes, I had to work hard and be hungry for it but there was never a day that passed which I thought I was being taken for granted, even if it might have looked to the outside world that I was, I had passion and drive in abundance from the get go.

I couldn't count the amount of times I was approached with offers of employment from other companies but there was something that always kept me here ... and to be honest back then I couldn't tell you what it was but today I can, it's loyalty, the type of loyalty you have with family.

Much like any family, there's ups and downs and the head of family doesn't always get it right but being able to share ideas, inputs and actually seeing that those are being valued is something I hold higher than anything else.

Regardless of external factors, in the end we are there for each other any way we can be, whether it's loaning money for a big purchase, help getting your first home or simply giving you your first chance in the office-based industry. I firmly believe in supporting each other and the Blue Rocket team embody these same values, from recognition for the work you do, to help with studies or just a helping hand with daily workloads.

These days you tend to hear a lot about, 'what's in it for me?' or 'how do I win from this?' or 'why should I do this for them?' I hope and truly believe this isn't the culture here, if a team member needs help or a little pick me up then someone is always on hand. Also, if someone is having a rough day or week then there's someone to speak to or they can alternatively take personal days if necessary. Even though there are varying levels of professional experience and expertise everyone looks at each other as equals.

If you speak to my wife Aisha, the lady who keeps me going, my rock, she'll say that emotion isn't one of my strong points but she also says that I trust fast. This personality trait has taught me a few lessons - believe me,

OUR CULTURE

but I hope the team know that I trust them completely and will back them 100% in any decision they make.

Family, loyalty, trust, helpfulness and just actually caring is the culture of Blue Rocket and if you find me or anyone else at Blue Rocket not living by these then call me directly on 07850782258.

I want to give you a few examples of my personal experiences of each of the cultures mentioned above both as an employee and now as the MD so, here you go...

FAMILY

I'll never forget the first year of the Coronavirus pandemic and how it impacted the lives of so many. This brings me to two of the team at Blue Rocket who could have ended up by themselves at Christmas which was something I couldn't allow ... so I extended an invite for both of them to join me and my family at Christmas so they wouldn't be alone. They didn't take up the offer but I hope they can see that the thought was there ... they probably didn't want screaming kids on their day off 😊

LOYALTY

Throughout my career I have been approached with many tempting offers for roles with greater salaries way above what I was earning, but I have stayed put. The unseen 'salary' package that comes with being part of the team, in my eyes, could not be quantified or compared.

TRUST

You do what you do, you make the decisions you want to make. Follow the values, stay true to the culture and you will be supported 100% even if it doesn't turn out as you'd hoped.

HELPFULNESS

I don't think I have ever heard someone here say no to helping someone. Whether it's helping with something technical or just carrying something from the car, everyone is there to help each other.

CARING

Well that's just a combination of everything above.

A MESSAGE TO THE TEAM

We all get lost in what we do and it can be stressful at times but if I have ever failed, no I am not perfect (you can ask Aisha and I am sure she will agree), please pull me up. I don't know all the answers and we are writing this story together.

NOW LET'S HEAR IT FROM THE TEAM >>

TEAM WORK



ALEX TAYLOR

TEAM CAPCOM

“

Blue Rocket culture to me is all about team work and care.

Being in Capcom, one of the main goals for us is to help and educate each other. If someone is struggling we will be there, if one of us has achieved something we will commend each other. Trying to keep good energy and happy colleagues is important to me. This makes coming into work enjoyable even on bad days, being able to see Blue Rocket as a happy place and not something you dread is a comfort.

Not only is keeping each other happy the key, it's all about the customer and making their Blue Rocket experience great. From the minute they pull up in our car park with their name reserved on a space, to making their favourite drink, they are the most important person in the world to us.

This all matters to me, as being the first person on the phone or at the door when you come to Blue Rocket, it should set the standard on our customer care. I think it is a huge reflection on the company, as being a friendly environment really makes everything better.

”

MIA BONNER

“

TEAM CAPCOM

To me the Blue Rocket culture is about hard work, ensuring that customers receive the best service and helping each other when in need of assistance. Since being here for a couple of months now, I have received a tremendous amount of support and help from the team, especially the Admin team.

Although I haven't got a lot of experience in multiple work places, I know that Blue Rocket and its aims are very different to other companies as it sets out to produce work at a high standard and encourage the team to be working at their best. To me this ensures that everyone feels comfortable in the work place, not only with the work they're doing but with each other and also encouraging the team to meet deadlines and complete all work. Since joining Blue Rocket in September, I have learnt a lot and my confidence has increased enormously.

”

SERVICE

“

Blue Rocket Culture to me as an employee has always been 'Trust'. Ever since I chose Accountancy as my career, I learned this very important lesson that Trust is the foundation to a healthy accountant-client relationship. Needless to say, you need to have that element of trust between employer and employee and among colleagues. Having worked at Blue Rocket for almost 3 years, I can say this confidently that the company aims to achieve this level of trust with all its clients, no matter the size of their business. I do believe that once your clients place that trust in you, they will go on to be very long-standing clients, as they know we have their best interests in mind and they can concentrate on what they need to do to grow their business. It is not just about gaining their trust, it is also about working hard to maintain that trust.

Clients should also get the feeling that we trust them to provide us with honest information about their affairs. Having said that, I would like to stress that trusting your clients does not mean that you accept everything your client tells you. As a professional firm, we need to abide by all rules and regulations and carry out all necessary checks as is advised by our governing body. It might sometimes be frustrating for clients, but in the end, it will give them the comfort that we are quite professional in the way we carry out our duties and it will help them and their business positively in the long run.

Now as an employee what I feel about Blue Rocket is that the firm trusts its employees to act in the best interest of the firm, which is to take good care of its clients. As an employee I can confidently say that I feel I am a part of the team that collectively works towards that goal of being a very professional yet financially viable institution with an ultimate vision of growth and development.

”



SUMAYYA KUNJU

TRUST

TOGETHERNESS

“

When I think of Blue Rocket - to me it's a family – a working family.



The support comes from anyone – whether they are your manager or your peer. By working together as a team the job gets done in the best way possible and the customer gets the best service. At Blue Rocket, the team always have time for each other but still keep an eye on the monthly target to ensure your bonus is in sight.

The systems keep everyone on track – you know what you need to do and when it needs to be done by. This autonomy gives you the freedom to be in charge of your own work load and be able to perform in the best way possible.

The fun side is a big plus – from the daily office banter to having days or nights out to make that bond even tighter. Cakes and chocolate are a big feature in the office – birthdays are a good excuse – but who needs an excuse when cake is involved!

Being split into teams gives that little bit of competition – results are shared with the whole team monthly and new ideas are always welcome. The small changes coming from within the team make Blue Rocket what it is – built and loved by the team.

”

JULIE ANGELL

“

To me the Blue Rocket culture is working with a really good team of people who are invested in what they do.



We all care about the clients who we work for and the people we work with.

We all work hard and encourage each other to do the best that we can. If anyone has a problem there will always be someone who can help and advise you.

We are lucky in our working environment as we all get on well, so even when we are busy there is always a friendly, fun atmosphere where everyone is approachable.

I like that our work place is a happy one where we all take pride in what we do and respect each other.

”

LUCY BROWNE

“

So, what's it like to work at Blue Rocket?
It's like being part of a family – we work hard, but also make time to play, often getting together outside of work.



A lot of time and money was invested in creating systems for everything; whatever you are doing, there will be a system to follow (which are updated as and when needed), so we all know how things should be done and what's required of us.

Work is very client focused, as we recognise that without happy clients, there is no Blue Rocket. It can be stressful, particularly when deadlines are looming, but a perfectly timed cup of tea from a colleague, can put a smile on a stressed face.

There are times when we don't meet expectations, but we aim for those to be few and far between and we do all try our best to be as perfect as possible.

”

EMMA DUDA

“

When I first think about culture, there are numerous things that come to my mind. The values held within a culture, the traditions and history behind it all. Everyone has some sort of culture, whether that be from family, where they live, where they work, and even who they work with. Within the workplace people from all ages and nationalities share different cultures. People bring in food on special holidays, people share stories of the history behind their family's roots, the office is divided during the world cup cheering for their national team but also coming together to appreciate each other's.

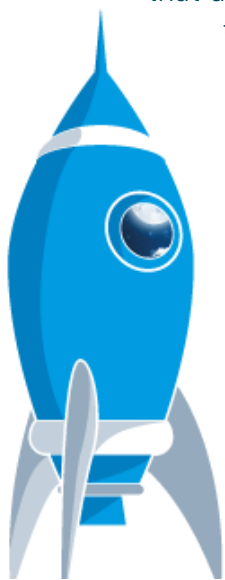
There's a lot to learn from another person's culture and the time spent learning about it can inspire you to add to your own culture.

Here at Blue Rocket Accounting everyone has their own skills, values, knowledge that defines them as an individual. However, everyone who works here has the ability to just fit in, no matter how different they are to the person next to them.

We have our own culture here and to most it feels like a family.

”

ANONYMOUS



FAMILY...

“

A deep sense of Team Ethic throughout the company, regular employee updates engenders a sense of “One Goal” for all.



All staff are made aware of the company vision via regular staff meetings with new initiatives related to staff and the reasoning behind them.

There is a family type ethos that runs through the company that inspires a team spirit throughout, I have not been part of such a closely-knit team before.

A modern, forward thinking business equipped for future challenges.

DAVE ARCHER

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Family... the word family typically relates to a blood or legally married connection between multiple people. But I don't believe that to be the case. When I think about what sort of culture we have at Blue Rocket Accounting, my initial reaction is to say it's like a family. Not only for the team working within it, but for our clients as well.

The word family, to me, represents more than blood or a marriage certificate. To me, it represents wanting the best from the people around you, it represents being there for one another in a time of need or just being there for support, and it also represents seeing people as humans and not as machines.

Richard Branson, the founder of Virgin Group, once said
“The way you treat your employees is the way you will treat your customers”.

Being a family to our team members means rewards when targets have been met, flexible working from home, time to help with work-life balance, free mental wellbeing support, and time and financial backing to help develop and grow. I could list off a thousand other benefits, but something more important than the benefits themselves is the willingness to listen to our team members, take feedback onboard and the ability to adapt to ensure they are happy.

Being a family for our clients is supporting them with their millions of questions without paying extra for them. Making it extremely easy to contact us regardless of platform. Offering exceptional services, which are not hard sold but available for when the time is right for them. Helping and teaching them to understand the numbers of their business so that they can make the best business decisions at the perfect moment. And when we've played our part in helping our clients develop to where they want to be and they are ready to sell or they become too large for us to handle, then we'll be thankful that we worked with them, wish them all the best and help them by holding their hand through any selling or transferring phase with a smile on our face.

See... family is being there for one another, regardless of the time of day, situation or mood, and although it can be hard, helping them move on when it's needed.

Blue Rocket is the family of over 1000 businesses. Blue Rocket is my family.

ANONYMOUS

”

...A STRONG FAMILY

DYNAMIC



NANCY CHAD

Blue Rocket are an up and coming, dynamic accountancy firm. We mix old school values with modern technology and ideas to streamline the way we work and connect with our clients.

The mix of staff means we can relate to all business types and owners, from the long-standing family business to the newly formed entrepreneur.

We use this mix of ages, backgrounds and knowledge to ensure we shy away from the usual stuffy, stereotypical accountant type, bringing a more relaxed and human element to our interactions with clients and amongst our colleagues.

We strive to do the best we can to help our clients to achieve their business and financial goals and enjoy celebrating their successes with them.

We are a close-knit team at Blue Rocket and embark on social events throughout the year to ensure this continues. I think the social aspect makes it easier for people to be able to open up with any difficulties or grievances that otherwise could cause animosity within an office environment.

ANNONYMOUS

At Blue Rocket Accounting, we are an innovative and proactive accountancy practice who are visionaries, data hounds, number crunchers and relationship builders.

Everyone on our team is involved in our company's vision and success, we are passionate and collaborate to solve problems with our clients and colleagues and also take social care in the community.

We are a team of engaging, motivated, intelligent, and energised trouble-shooters who work hard and play hard but remain highly flexible and adaptive. Together, we've created a fast-paced, dynamic, fun, inspiring and friendly environment where we can be ourselves and grow each day with our clients.

TEAM FIRST



“

From the first day I started at Blue Rocket, it was clear that it was a team first, inclusive company where passion and innovation for your job is supported and encouraged. There is an open and honest culture where all aspects of individuals life are in balance through Directorship trust resulting in a happy, loyal and unified team always willing to go the extra mile.

These strong values have created a dedicated workforce from which the customer benefits through the resulting service excellence promoted across the business. The combination of a set company vision and clear pathway towards a shared goal means there's plenty of room for social rewards which have built genuine friendships across the company. It truly is a fantastic place to work and to represent.

SARAH HAWKINS

”



“

Where do I start? Working at Blue Rocket has had such a positive effect on both my career and my social life, from running monthly socials to monthly learning opportunities. Blue Rocket is different to other practices and other industries that I have worked for because they put the well-being and professional development of its employees first! Everyone in this office is more like a second family to me and make me feel more welcome rather than just another number added to the forever growing roster.

Another great thing about working for Blue Rocket is that the company is not only focused on the well-being of the employees but also heavily centred around providing great customer service and building good relationships with clients, which in turn boost my confidence and communication skills. Blue Rocket will give you a chance no matter your 'experience' as everyone has to start somewhere!

JORDAN PARKINSON

”

“

Having worked for one small employer, I have found the Blue Rocket culture to be very different. Rather than being left on my own to work things out for myself with no-one to refer to, the Blue Rocket approach is very different, it consists of teams that deal with specific clients dependant on their size, each team is headed by a qualified Accountant with team members of varying skills some of whom are undertaking professional training, there's always someone in the office you can turn to if you need help with anything regardless of which team they are in.

The team approach provides a better support structure for clients and staff alike. Blue Rocket has regular team meetings which keep everyone up to date, and in turn gives staff the opportunity to voice any concerns or suggestions to approach things differently.

Staff are given targets to reach each month but Blue Rocket offers many incentives and the competition between not only team members but the teams themselves is not only competitive but very friendly.

Blue Rocket offers many opportunities to meet up outside the working environment thus creating a better working relationship within the workplace.

LESLEY POTTER

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While Blue Rocket are very customer-orientated, they don't forget to prioritise their employees too. When I first joined the team, people were welcoming and ready to help. The work-dos and lunches on Fridays are nice and unlike any other place I've worked at before. This helped get to know everyone too.

The way things are run are fair too, I haven't been asked or told to do anything unreasonable. Another thing that should be basic in all work places but isn't, is how open and clear the communication with everyone is. I obviously have to mention all the drinks and snacks that are provided downstairs... thanks!

TANYA MOUHARREN

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LOYAL

SOCIABLE



“

Being part of the Blue Rocket team is like having a work family who are always there for you when you need it. We all work together as a team towards our goals and aims, and are always motivating each other to push harder and be the best we can be.

On a day to day basis, there is always someone available to help and support you – whether this be queries or learning something completely new to you. The office is a happy, calm and enjoyable space and it's important to maintain that feeling in the workplace to keep team morale high.

New team members are welcomed with a smile and we have a warm, sociable atmosphere that everyone loves being a part of.

Although we have fun, we still challenge and motivate each other to work hard to meet deadlines and targets. We are always up for a laugh; and our team events bring everyone closer together. They give us all a chance to socialise with team members we may not usually get to work closely with and remind us that the stress is worth it in the end!

Being part of the Blue Rocket team is not like any other accountants I have experienced before - we are modern, friendly and approachable whilst still remaining professional!

SOPHIE GASS

”



HELPFUL

“



Working at Blue Rocket has showed me that having a positive workplace is key to being able to work well together.

One way that Blue Rocket is different to previous workplaces is that they have quarterly team days for team bonding to help keep the team's spirit up which is something I haven't seen in previous employments of mine.

A particular favourite team day of mine is when we went to Go Ape. Not only was it a fun way to spend the day but as a team we all worked well together, helping each other overcome each obstacle and giving helpful tips and words of encouragement along the way for any colleague that needed it.

On ordinary work days, the office atmosphere is always happy and helpful, which is always a good feeling. If there isn't a colleague available within your team to help at any time, there's always someone else from another team that will be able to help and assist you.

Overall, Blue Rocket Accounting is a friendly, happy workspace where we all look out for each other and can all enjoy a laugh together and still continue to provide a professional service.

LAURA SAWARD

”

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Despite only being at Blue Rocket for a short period, I have loved my time working here because the Blue Rocket culture is very unique. The office always has a fun, vibrant atmosphere and is very welcoming to new team members.

It is very refreshing to see how well everyone gets on in the office and there are no personality clashes, which is important when working together on a daily basis. This is helped by the fact that we have a very supportive and understanding boss. I especially like the office banter both in person and on social media. The office is very sociable, with many nights out, such as the Teddy Bear Ball and First Friday, scheduled. This greatly helps team-building and ensures a far more enjoyable and efficient working atmosphere. Everyone is very enthusiastic regarding the team and the company as a whole, which I believe sets it apart from the culture of other companies; there is a real sense of office community care.

Everyone is always happy to assist each other which is essential for good teamwork (after all there is no 'I' in team) and shows the level of care and support each member has for each other and for the company as a whole. Blue Rocket definitely excels in making all team members feel integral and valued. Overall, the Blue Rocket office is an enjoyable environment to work in.

JACK GROOM

”

CARING

TEAM SPIRIT



Socialising beyond the team and into the community

SOCIAL EVENTS AT BLUE ROCKET

The Blue Rocket team is always willing and ready to pull together when it counts so they need no incentive to make the impossible possible. However, hard work is recognised and rewarded regularly!

From Friday team lunches to monthly team outings we've covered everything from Hijingo Bingo to tackling the high wires at Go Ape.

It's those opportunities to bond which strengthen the team and grow our dedication to Blue Rocket and of course our MD Miguel who insists these team building activities and events take place.



FUNDRAISING EVENTS

Along with team building events, there are regular charitable days where the team give back to the local community.

From Children In Need to the Blue Rocket fundraising Golf Day which is a popular summertime event featuring annually.

There is also full team attendance at the Teddy Bear Ball which Blue Rocket is a partner organiser and sponsor of, raising essential funds for Demelza Children's Hospice. Last year raised over £22k!

Spirits are high at Blue Rocket, come to an event and you'll be warmly welcomed by a fun, friendly and sociable team.



THANKS FOR STOPPING BY

**WE HOPE YOU ENJOYED
FINDING OUT MORE ABOUT US**



**Office Opening Times
9am - 5pm**

**Telephone
01322 555 442**

**Email
happytohelp@bluerocketaccounting.com**

**Blue Rocket Accounting
8 Twisleton Court, Dartford DA1 2EN**

***AND THE STORY
CONTINUES...***

